

Docket Number 99-325

I urge the FCC to approve second audio channel capability for HD radio.

Authorization will enable the public to receive more channels and therefore diversified service. For instance, northern Arizona is a culturally pluralistic region. There are no radio stations

targeting many Native tribes such as Havasupai, Hualapai and Yavapai. Mexican immigrants as well as Latinos who have lived here for many generations have no voice on the radio. KNAU believes that use of supplemental audio will enable us to expand programming to meet listener needs that are not served at all.

The supplemental audio channel provides KNAU with a relatively inexpensive, cost-effective means of expanding the quality and quantity of local, diverse programming thereby improving our overall offerings to Flagstaff.

KNAU explored the option of acquiring more FM frequencies to bring more service to the community. The obstacles were daunting. NCE stations are often priced out of competitive acquisitions. HD radio second audio channel capacity will help FM stations bring new programming to the public.

Current analog radio technology limits our radio station to providing two programming services to our Flagstaff. There is need for many more programming services. Digital broadcasting, with multicasting capabilities, will enable our radio station to use existing programs in expanded fashion and to develop new, more varied and diverse programming formats whose appeal may be more targeted and defined.

I urge full authorization of second audio channel capability for HD radio.

Thank you for your consideration,

John Stark
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